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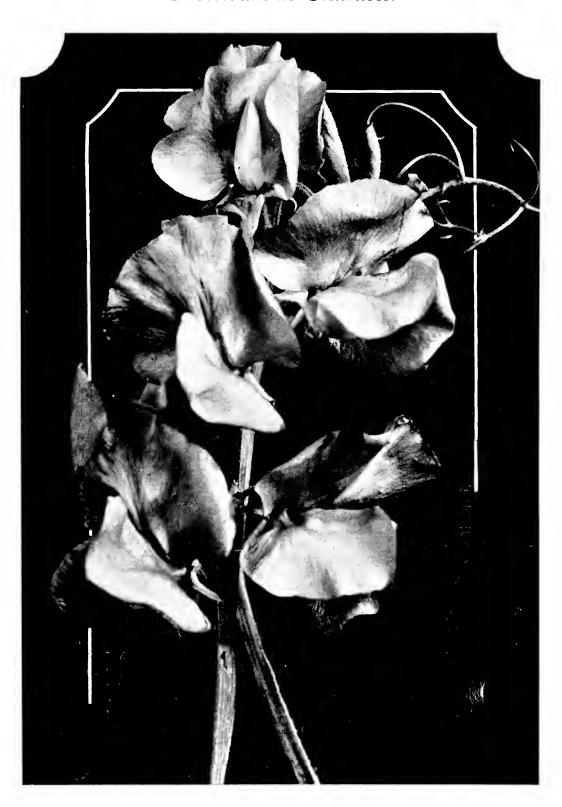
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# NOVELTIES

1936

Early Flowering Sweet Peas

"Individual in Character"



1937

RECEIVED

☆ SEP 1 1 1936 🖈

U. S. Department of Agricultur

#### **BACCHUS**

Giant violet carmine blooms, coming in sprays of fours on long firm stems. Both standard and wings are of the same deep, even color without any noticeable variations. (Illustration reduced one-third).

Price per 1/4 lb. \$5.00; per lb. \$20.00.

### The WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA \* CALIFORNIA

## "Distinctively Modern Creations in Sweet Peas for 1936" « «

**((** 



At last we have an orange immune to the bright California sun. From the time the first bud bursts forth, until the aged flower withers and reveals the seed pod; a solid bright beautiful color holds steadfast on standard, wings and keel, unblemished by the strong sun's rays.

Of a bright scarlet orange hue—with a hint of more orange in the standard—Sunproof Orange is indeed a worthy introduction.

A dozen or so of its strong supple stems, carrying predominating sprays of four are truly a gorgeous bouquet.



A distinctly new color in sweet peas. Mammoth flowers of a deep velvety violet, coming with a large waved standard and widely spread wings.

Top Hat is a very vigorous grower and produces stems that are surprisingly long. We would recommend this variety particularly for garden cultivation.

#### EARLY FLOWERING SWEET PEAS

This list contains what we consider the best and most POPULAR varieties, as well as the latest novelties of the Winter Flowering Sweet Peas.

The importance of this group is very essential to the Seedsmen who cater to the Florist Growers. Our stocks are grown by the most painstaking methods, and we are endeavoring to give the Trade something BETTER.

American Beauty, mammodi deep ross. \$2.00 Amellysts, royal purple 2.00 Amellysts, royal purple 2.00 Amellysts, royal purple 2.00 Amile Laurie, deep rose pink 2.00 Amile Laurie, deep rose pink 2.00 All Grander Salmon certise 2.00 All Grander Salmon certise 2.00 Bill Blue, cornidover blue 1.75 Bill Blue, cornidover blue 2.00 Bill Rose Ouern, large rose pink 1.75 Bill Rose Queen, large rose pink 1.75 Bill Rose Queen, large rose pink 1.75 Bill Rose Queen, large rose pink 1.75 Bill Blue Grower, dear law wite season of the bedge of the modern stovel pent of the modern sto		Price per lb.			Price per l
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Apollo, light sulmon cerise. 2.00 Maylaidor, crimson 2.00 Ball Blue, corolflower blue 1.75 Ball Rose, sparkling rise. 1.75 Ball Rose Queen, large rose pink. 1.70 Ball Rose Queen, large rose pink. 1.70 Blue Blord, blue self. 1.75 Blue Blue, char blue 1.75 Blue Blord, blue self. 1.75 Blue Pictotee, white edged blue. 2.00 Blue Blord, blue self. 1.75 Blue Blord, blu			Memory, clear lavender		
Aviator, crimson   2.00   Monterey, gerantum pink   2.00   Ball Bline, contidever blue   1.75   Ball Bline, contidever blue   2.00   Ball Rose, sparkling rose   2.00   Edition   2.00   Editio					
Ball Blue, cornflower blue   1.75					
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Fragrance, clear lavender self. 2.00 Freckles, ivory flaked brilliant rose. 2.00 Giant Pink, long stem pink. 2.00 Giant Rose, mammoth rose. 1.75 Glitters, fiery cerise. 1.75 Gloria, sparkling salmon rose. 2.00 Gloria, sparkling salmon rose. 2.00 Grenadier, poppy scarlet. 2.00 Harmony, best clear lavender. 1.75 HOPE. A mammoth flowering black seeded Pure White 2.00 Illimination, coral cerise. 2.00 Illimination, coral cerise. 2.00 Illimination, coral cerise. 2.00 Illimination, coral stem rose. 1.75 Jeanne Mamitsch, long stem rose. 1.75 Jeanne Mamitsch, long stem rose. 2.00 Laddie, giant rose. 2.00 Laddie, giant rose. 2.00 Lavanda, clear lavender. 2.00 Lavanda, clear lavender. 2.00 Majestic Rose, brilliant pink. 2.00 Majestic Rose, brilliant pink. 2.00 Majestic Rose, brilliant pink. 2.00  Sparkle, scarlet crise. 2. Springsong, salmon pink, new shade. 1. Success, rose pink. 2. Success, rose pink. 2. Susanna, carmin red. 2. Susanna, carmin red. 2. Sweet BRIAR. This is the companion to our late Silver Medal Bonny Briar. Sweet Briar is a mammoth flowered rich rose pink. 2. Sweet Lavender, beautiful shade. 1. The Beauty, bright rose. 2. Vogue, large lavender. 2. Vulcan, orange scarlet. 1. White Harmony, B. S.—solid white. 2. White Rose 2. Varrawa, rose, pink wings. 2. Zvolanek's Pink. 1. Zvolanek's Rose, giant rose pink, selected. 1. Exquisite blend, a well-balanced mixture made up from named varieties. Per 100 lbs. \$90.00 Choice Mixed. Per 100 lbs. \$90.00	Fandango, dupley bright rose	2.00			
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Grenadier, poppy scarlet					
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HOPE. A mammoth flowering black seeded Pure White	Harmony hast close layondon	2.00 1 55	Sweet Lavender, beautifu	l shade	1.7
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Hlumination, coral cerise					
Imperial Pink1.75Jeanue Mamitsch, long stem rose1.75Josie, large rose pink4.00Laddie, giant rose2.00Laddie Improved (New), long stem giant rose2.00Lavanda, clear lavender2.00Los Angeles Pink, long stem pink2.00Majestic Rose, brilliant pink2.00Majestic Rose, brilliant pink2.00Choice MixedPer 100 lbsChoice MixedPer 100 lbsChoice MixedPer 100 lbs	Illumination avail assists	2.00			
Jeanne Mamitsch, long stem rose1.75Josie, large rose pink4.00Laddie, giant rose2.00Laddie Improved (New), long stem giant rose2.00Lavanda, clear lavender2.00Los Angeles Pink, long stem pink2.00Majestic Rose, brilliant pink2.00Choice MixedPer 100 lbsChoice MixedPer 100 lbs	Imporial Pink	2.00			
Josie, large rose pink4.00Laddie, giant rose2.00Laddie Improved (New), long stem giant rose2.00Lavanda, clear lavender2.00Los Angeles Pink, long stem pink2.00Majestic Rose, brilliant pink2.00Choice MixedPer 100 lbsChoice MixedPer 100 lbs	Jonna Mamitcal Languitan	1.75			
Laddie, giant rose.2.00Laddie Improved (New), long stem giant rose.2.00Lavanda, clear lavender.2.00Los Angeles Pink, long stem pink.2.00Majestic Rose, brilliant pink.2.00Majestic Rose, brilliant pink.2.00Zvolanek's Pink.1.Zvolanek's Rose, giant rose pink, selected.1.Exquisite blend, a well-balanced mixture made up from named varieties.1.Choice Mixed.Per 100 lbs.\$90.001.Choice Mixed.Per 100 lbs.60.00.	Josia Janga was Niel-	1.75	White Rose		2.6
Laddie Improved (New), long stem giant rose	Juste, rarge rose pink	4.00	Yarrawa, rose, pink wings		1.7
Laddie Improved (New), long stem giant rose	Ladra Lagrand (N	2.00	Zvolanek's Pink		1.7
Lavanda, clear lavender			Zvolanek's Rose, giant ros	se pink, selected	1.7
Los Angeles Pink, long stem pink	Lavanda, clear lavender	<b>2</b> .00		lanced mixture made up	
Majestic Rose, brilliant pink	Los Augeles Pink, long stem pink	<b>2.</b> 00	from named varieties.		1.0
EADLY TOWARD CONNECTED	Majestic Kose, brilliant pink	<b>2.</b> 00	Choice Mixed.		
	TA 4	DIV MWA	OF CHENCIAN		
	Bo-Peep, salmon pink, rich and gorgeons when pla	ntea solid 11	r Deds		2.

#### The Twelve Best Earlies

We respectfully submit the following list of Early Flowering Sweet Peas as the twelve best in their color class; they also give a wide color range.

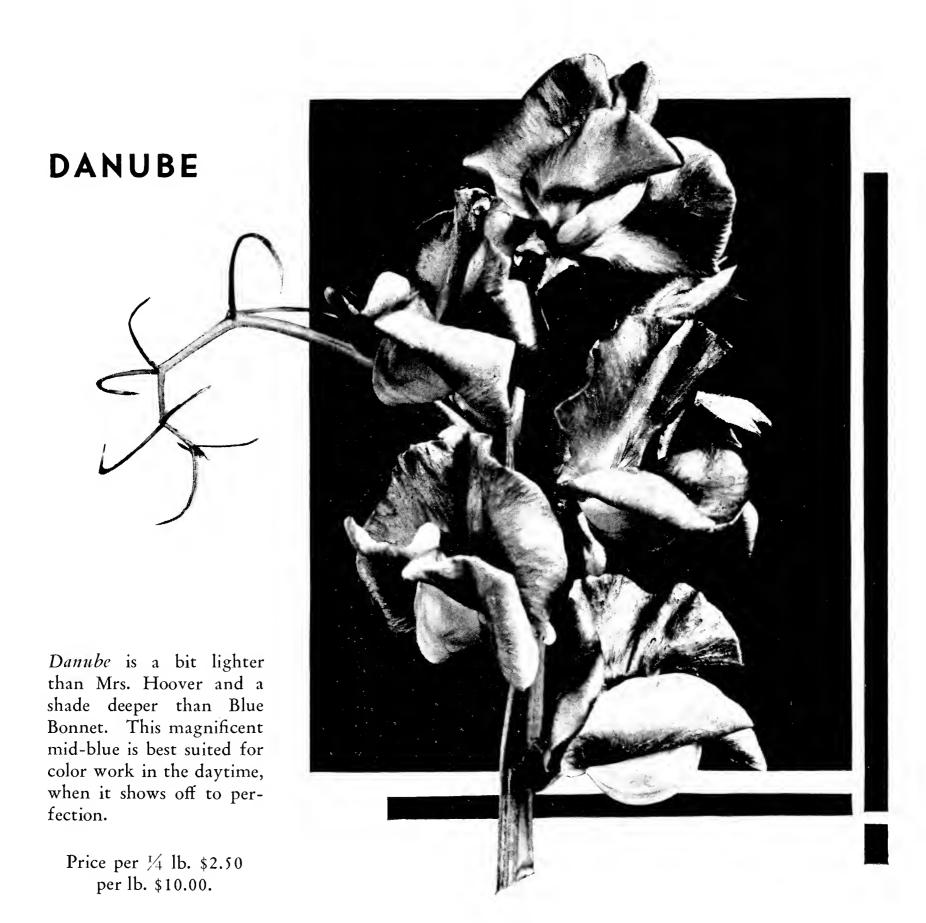
Ball Orange, rich deep orange Ball Rose, sparkling rose Blue Bounet, clear deep blue Bridesmaid, silver pink

Cattleya, rich orchid Eileen, flaming rose Fragrance, mammoth clear lavender Gloria, salmon pink, long stem

Hope, solid white unsurpassed Laddie Improved, giant rose Susauna, rich carmine red Vulcan, orange scarlet

<sup>\*(</sup>No. 1 rating after trial by the New York Florists Club, 1935.)

## NOVELTIES » » » Early Flowering Sweet Peas « « « 1936-37

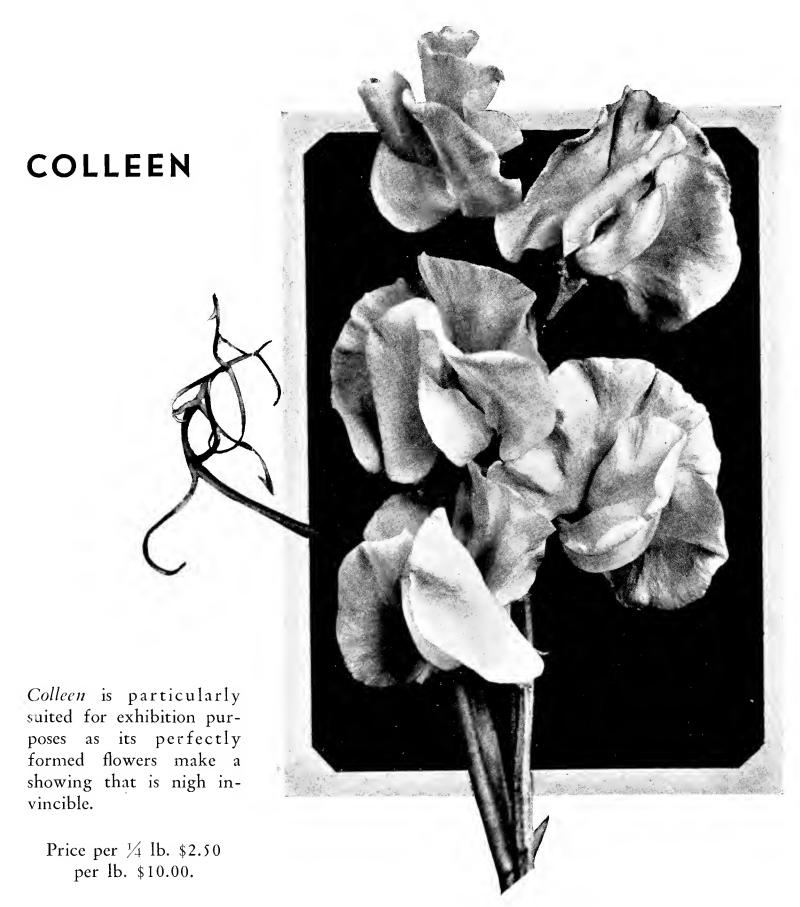


The beautiful Blue Danube flowing leisurely to the sea inspired the name for this sensational new sweet pea. Large, ruffled blooms of a clear lavender blue, on long straight stems in sprays of four; an enchanting sight

and one not easily forgotten.

## The William Macdonald Seed Co.

### NOVELTIES » » » Early Flowering Sweet Peas « « « 1936-37



Bright vivacious youth is portrayed in this very novel outstanding new sweet pea. Lanky, lithe stems, with sprays of four sweetly fragrant, brilliant rose suffused with gold blooms that are sure to stir the hearts of all admirers.

Turning to a rich golden rose under artificial light, Colleen thrives and flashes brightly—standard and wings are both of a wonderful even color that tones down to a white at the base.

## The William Macdonald Seed Co.